

UNDERSTANDING

FLYING BLUE

YOUR COMPLETE GUIDE TO THE
FLYING BLUE KLM / AIR FRANCE LOYALTY PROGRAM



— 100%

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INTRODUCTION

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WHAT IS FLYING BLUE?

Flying Blue is the joint loyalty program of **Air France and KLM**, two of Europe's largest and most connected airlines. Together they serve over 300 destinations, with strong hubs at Paris CDG and Amsterdam Schiphol — two of the world's most useful connecting airports.

Flying Blue is unique for one signature feature no other major program offers: **Monthly Promo Rewards** — deeply discounted awards announced every 1st of the month, offering 25–50% off select routes.

Key Flying Blue fundamentals:

- Earn miles on Air France, KLM, and all SkyTeam partner flights
- Earn via credit card transfers, hotel stays, and shopping partners
- Dynamic pricing model — costs vary by date and demand
- Monthly Promo Rewards: 25–50% off select routes every month
- Four elite status tiers: Explorer, Silver, Gold, and Platinum

"There's a feature in Flying Blue no other major program offers quite like it: every month, they announce deeply discounted awards on select routes. It's called Promo Rewards."



Flying Blue connects you to the **SkyTeam alliance** — 19 member airlines serving 1,000+ destinations worldwide. The ecosystem is particularly strong for travelers heading to Africa, Asia, and South America.

STRATEGIC ADVANTAGES	BEST USE CASES
Hub access: Paris CDG and Amsterdam Schiphol	European travel via Air France and KLM
Strong African and Asian coverage	African destinations — historically strong AF/KLM network
Monthly Promo Rewards unique to Flying Blue	Premium cabins on Korean Air and Delta
Dynamic pricing — flexibility for deal-seekers	Partner awards often cheaper than operating airline
Transfer from Amex MR, Chase, Citi (all 1:1)	One-way bookings to mix programs on complex itineraries

SkyTeam Alliance Airlines (Key Members)

- Air France & KLM (home carriers)
- Delta Air Lines, Korean Air, Kenya Airways
- Virgin Atlantic, China Eastern, Aeromexico
- Vietnam Airlines, Garuda Indonesia, Middle East Airlines



Flying on Air France, KLM, or SkyTeam Partners

Earn based on fare class and distance. SkyTeam partner flights can credit to Flying Blue — compare earning rates against each airline's own program before each trip.

Credit Card Transfers — the strategic backbone

The fastest way to build a large Flying Blue balance:

- **Amex Membership Rewards (US)** → Flying Blue at 1:1
- **Chase Ultimate Rewards** → Flying Blue at 1:1
- **Citi ThankYou Points** → Flying Blue at 1:1

Strategy: Keep points in Amex, Chase, or Citi until a Promo Reward aligns with your destination. Transfer only when you have a confirmed redemption ready — transfers are one-way and irreversible.

Hotel & Other Partners

- **Marriott Bonvoy** → 60,000 pts = 20,000 Flying Blue miles + 5,000 bonus
- **Accor Live Limitless** → Direct earning on hotel stays
- **Flying Blue Store** → Earn miles on online shopping
- **Hertz and Avis** → Car rental miles

KEY INSIGHT: THE BEST FLYING BLUE BALANCES ARE BUILT ON FLEXIBLE POINTS TRANSFERRED AT THE RIGHT MOMENT — WHEN A PROMO REWARD APPEARS FOR YOUR DESTINATION.



CHAPTER 3

EARNING WITH CREDIT CARDS

CARD / PROGRAM	TRANSFER RATIO	BEST EARNING CATEGORIES
Amex Gold (US)	1:1 to Flying Blue	4x dining & groceries
Amex Platinum (US)	1:1 to Flying Blue	5x on flights booked directly
Chase Sapphire Preferred	1:1 to Flying Blue	3x dining, 2x travel
Chase Sapphire Reserve	1:1 to Flying Blue	3x travel, 10x hotels via portal
Citi Premier	1:1 to Flying Blue	3x travel & dining

All three transfer at **1:1 ratio**, making them the most powerful earning tools for Flying Blue members outside France and the Netherlands.

Transfer Bonus Strategy

Amex, Chase, and Citi periodically offer **20–30% transfer bonuses** to Flying Blue. These bonuses dramatically improve the value of your flexible points. Monitor for these windows — transferring 60,000 points becomes 72,000–78,000 miles during a bonus.

Critical Rule: Never transfer points to Flying Blue without a confirmed booking in hand. Flying Blue uses dynamic pricing — availability and cost can change between search and booking.



Flying Blue uses **dynamic pricing** — the same flight might cost very different amounts on different dates. Used well, this is an opportunity, not a disadvantage.

Redemption Options

- **Promo Rewards (best value):** 25–50% off select routes each month
- **Award Flights:** Economy and Business Class on AF/KLM and SkyTeam partners
- **Partner Airlines:** Korean Air, Delta, Kenya Airways, and other SkyTeam members
- **One-way bookings:** Combine Flying Blue outbound + Avios or Aeroplan inbound

Key Redemption Tips

- Search **flexible dates** — one day's difference can save 30–50% in miles
- Check **partner airline availability** — often better than AF/KLM direct
- Always check the **total cash cost** (taxes + fuel surcharges)
- Air France charges significant surcharges on long-haul — factor this in

IMPORTANT: AIR FRANCE CHARGES SIGNIFICANT FUEL SURCHARGES ON LONG-HAUL AWARD BOOKINGS. ALWAYS CHECK THE TOTAL OUT-OF-POCKET COST, NOT JUST THE MILES REQUIRED.



Every **1st of the month**, Flying Blue announces discounted awards on select routes — typically **25–50% off** standard pricing. These apply to both Economy and Business Class.

Example: Standard Business Class to Paris = 72,000 miles. Promo Reward price = 36,000–54,000 miles. Set a calendar reminder for the 1st of every month.

How to Maximise Promo Rewards

- Set a calendar reminder for the 1st of each month — new routes announced then
- Be destination-flexible: let the deals guide where you go
- Book quickly — availability is limited and fills up fast
- Check both directions separately: outbound and return may have different pricing
- Both Economy and Business Class routes are included each month

Elite Status Tiers

STATUS TIER	KEY BENEFITS
Explorer (member)	Base earning, access to Promo Rewards
Silver	Priority check-in, lounge access (select routes), bonus miles
Gold	All Silver + full lounge access, extra baggage, SkyTeam Elite+
Platinum	All Gold + concierge, confirmed upgrades, bonus miles on all flights

THIS FEATURE ALONE MAKES FLYING BLUE WORTH MAINTAINING AS A SECONDARY PROGRAM, EVEN FOR TRAVELERS WHOSE PRIMARY CURRENCY LIVES ELSEWHERE.



YOUR ACTION PLAN

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FLYING BLUE ACTION PLAN

- ✓ Set a monthly reminder for Promo Rewards — check on the 1st of every month
- ✓ Keep flexible points in Amex, Chase, or Citi until a Promo Reward or confirmed booking appears
- ✓ Watch for transfer bonuses — Amex, Chase, and Citi periodically offer 20–30% extra
- ✓ Use dynamic pricing to your advantage — search flexible dates
- ✓ Explore partner awards on Korean Air and Kenya Airways — often cheaper than AF/KLM direct
- ✓ Book one-way awards to mix programs for optimal routing on complex itineraries

Common Mistakes to Avoid

- **Not checking Monthly Promo Rewards** — missing it means consistently overpaying
- **Transferring points without a confirmed booking** — dynamic pricing changes daily
- **Ignoring partner airline availability** — SkyTeam partners often have better seats
- **Missing transfer bonuses** — can dramatically improve value of your points
- **Not using flexible dates** — one day can cost 50% more than the next

Ready to Maximize Flying Blue?

Visit letravelogist.com or book a discovery call — and let's make your Flying Blue miles work harder for you.

Book a Free Discovery Call → letravelogist.com

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